

# The Punta Gorda Herald

PUNTA GORDA — In Tropical Southwest Florida, a Seaport on the Famous Charlotte Harbor — a Town that is Known for its Natural Attractions and the Hospitality of a Cosmopolitan Citizenship

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## CONVENTION TO BE HELD IN TAMPA

In the Interest of the Cattle Industry of Florida

WILL BE IMPORTANT AFFAIR

Authorities on Cattle Raising to Attend from Many Sections of the United States—Every County Should be Represented

On Monday and Tuesday, February the 7th and 8th, there will be held in the City of Tampa, a Cattle Conference. At this important meeting there will be present men from many sections of the United States and several foreign countries, who are interested in the growing of live-stock.

As the Commissioner of Agriculture of Florida, I have given special attention for two years to farming and stock raising. This campaign started with one hundred letters addressed to the various stock (cattle) exchanges, individuals and companies, and to stock journals, in which letters was set forth the advantages of Florida as an agricultural and stock raising state. I made the statement that Florida could easily be made to support ten million head of cattle on her ranges, and that the cattle should be finished for slaughter at home. That it was a crime to send the cattle from the state to be finished for the market, I also stated that live-stock of all kinds could be raised as cheap in Florida as in any country in the world, and I am sure the claim is not overdrawn.

To impress upon the people of Florida the importance both of this question and the convention as well, the following statement of the work of the State Department of Agriculture is offered:

During the month of December alone, there were 1,550 packages of matter mailed out of the Agricultural and Immigration Division of this Department. Of the above 1,045 packages related to live-stock production and kindred subjects; 505 of these packages covered general questions of agriculture and horticulture. These packages contained 13,950 pieces of mail matter covering a little more than 30,000 subjects.

Of the 1,550 packages above referred to, 362 packages aggregating 3,258 pieces relating to

## FLORIDA IS THE NATION'S GREATEST ASSET

live-stock possibilities in Florida were mailed direct to persons who will be present at the Tampa convention. These people alone represent 24 States of the Union and one South American country.

I believe this will be the greatest convention ever held in this State. When these hundreds of people see what Florida has to offer the farmer and stock raiser, it will not be long when many millions of dollars will be invested in these industries.

No county in Florida can afford not to be well represented at the Tampa convention.

W. A. McRAE,  
Com. of Agriculture.

University to Have Speakers at Cattle Conference

Two members of the University of Florida Faculty will lecture at the Cattle Conference at Tampa, February 7 and 8. C. L. Willoughby, professor of animal husbandry in the College, will speak on breeding principles applied to Florida livestock. J. M. Scott, animal industrialist to the Station will speak on feeding and management of cattle.

The Cattle Conference will be held during the South Florida Fair and Gasparilla Carnival. It will be held under the joint auspices of the Florida Livestock Association, Southern Settlement and Development Organization, the Tampa Board of Trade, the transportation lines of Florida, and the Florida Veterinary Medical Association.

The farmer's bargaining power is not in proportion to his economic importance. The value of last year's crops was more than six billion dollars. Suppose that one half, or even one third, of this vast sum were mobilized, organized, for the farmer's benefit. What advantages could it wield for farmers in the markets, of the country!

Some forms of economy are expensive. One man can do about twice as much plowing with a two-horse, as he can with a one-horse, plow. The same is true of cultivating. A two-horse cultivator will cover more land and do it better than some of the primitive implements that are used.

Mango trees about town are in full bloom.

Says Richard H. Edmonds of the Manufacturers' Record—Does not Believe that There is Any Other State in the Union of Such Potential Value to the Country—Speaks Specifically of the State's Varied Resources and Many Advantages.

Richard H. Edmonds, editor and general manager of the Manufacturers' Record, the well-known Southern development publication, who is stopping for a few days at the Tampa Bay, gives out a most interesting interview upon "Florida." He says he thinks this state is the nation's "greatest asset." Mr. Edmonds is spending the winter here. He has a home in Daytona. It is one of the most interesting impressions ever related to a newspaper man, regarding this state, and his quotations are printed in the following:

"Florida is one of the nation's greatest assets. 'Taking all things into consideration I do not believe that there is any other state in the Union of such potential value to the country as Florida.'

"The resources of other sections in coal or iron or timber or water powers are duplicated elsewhere in the country. There is no other state so unique in its advantages that there could not be found, at least to a large extent, a counterpart in some other state. But as to Florida, this is not true. This state's potentialities in every respect entirely unlike those of any other state in the Union, make it of supreme importance to the nation from many points of view. Considered from that of climate alone it is of vast national importance, for year after year the number of people who seek in the balmy climate of Florida rest, recreation and health from the biting, blasting blizzards of the North and West, will steadily increase.

"Population on Increase  
"The lives of many thousands of people of great importance to the nation's business interests will be lengthened or saved by visits to Florida. Ultimately the population of this state, drawn largely by climate, will run into the millions.

"It is a trite saying that Florida will become the great winter playground of the nation. But Florida will be far more than that. It will be to the tired business man needing rest, a winter haven where he can regain strength and vitality for the great burdens that every business man must carry. It will at the same time be for the man of moderate means, likewise a haven of rest, for as Florida becomes more and more developed, it will provide to a larger extent that is now conceivable, opportunities for the man of moderate means as well as for the poor man and the rich man.

"In this state will be built up one of the greatest civilizations of the age, for here will commingle active virile men from all sections and all classes, united in the up-building of what is practically a new or virgin territory, but having the diversity of thought and education and ambition which is essential to the highest development of a country.

"All that has been done in the development of Florida is merely the pioneering work of making ready the way for the hundreds of thousands who in the near future will seek this state as a permanent or a winter home. The movement is already under way but only in its infancy.

"The country at large has not yet waked up to a full realization of Florida's climatic advantages and of the superb beauty spots to be found in so many parts of this state.

"As the playground and the health and recreation center of the country for winter, Florida possesses advantages from the national standpoint unlike those of any other state. In this respect alone, if it had nothing but climate on which to build, it would be one of the nation's most priceless assets, and this climate, according to those who spend their summers here, is relatively as good in summer as in winter.

But Florida has more than climate; it is the one state in the Union which can produce the limitless supply of oranges and grapefruit and early vegetables so essential to the nation's welfare.

Pacific Coast Inferior

"It is true that on the Pacific coast some of these fruits can be produced, but the advantages of the Pacific coast in this respect are far inferior to those of Florida. Moreover, Florida is within twenty-four to thirty-six hours' ride of a very large proportion of the population of the nation. That alone tremendously adds to its strategic value as the health and pleasure resort of the land, as well as the center of production for an almost infinite variety of foodstuffs needed by the nation.

"From much of New England and of the Central West it is possible to reach Florida by one night's travel and the journey has no disadvantages or discomforts. On the other hand, a trip to California means at the best four or five days' journey, much of it through a desert of intolerable discomfort to travelers, or through ice-bound, snow-covered regions of the northern routes.

"The advantages are altogether in favor of Florida.

"In the early days the romance of California's development and the marvelous advertising of the railroads turned the trend of population that way and brought about the great wealth of the Pacific coast.

Ludicrous Advertising Blunders

"On the other hand, in the early days of Florida's development, railroads made many serious blunders in advertising this state. The literature of many Florida roads at that time carried as the most striking scenes, alligators, negro babies and swamps. The nation was made to believe that they were the chief products of Florida and there are millions of people in this country who still have an idea that alligators roam the public roads hunting negro babies as their food, and that swamps and malaria are everywhere in evidence.

"Twenty-five years ago I appealed to some of the railroads that were flooding the land with this sort of literature to stop it and pointed out the tremendous injury they were doing the state.

"Early impressions are very lasting and so the early impressions of Florida given to the nation by this unwise advertising has left its lasting influence for evil which is only now being removed by the broader knowledge that the nation is gaining as to Florida and by the more intelligent advertising that the railroads of this state are doing.

"There is still room, however, for advertising Florida to a far greater extent than has ever been done. The work of advertising this state through the campaign recently inaugurated by the President of the Tampa Board of Trade, will give to the people of this state and to the railroad officials an illustration of the power of intelligent, well-handled advertising through the great daily papers and magazines of the North and West in arousing interest in the charms and advantages of this Heaven-favored land. But not until Florida is advertised as California has been advertised will the country fully understand this state of infinite resources and matchless attractions.

Railroads Aid State

"The Union Pacific Railroad annually spends about \$800,000 in advertising, very largely of California. As compared with what Southern roads expend for advertising purposes this amount is staggeringly great. I do not believe that it is so much the fault of the officials of the Southern roads that their expenditures are so much smaller than those of California roads, but it is because of the dominant influence of the great banking houses and finan-

ciers of the East, who control the railroads of the South, have never yet fully grasped the possibilities of this section and never taken hold of it as seriously as C. P. Huntington and Harriman and others took hold of the development of the Pacific coast.

"Whenever Florida is advertised as broadly, as intelligently and as comprehensively as the Pacific coast has for years been advertised, the growth of this state will surpass that of California in proportion as its climatic and other advantages surpass those of California."—Interview in Tampa Tribune.

Mr. Edmonds might properly have restricted his remarks to apply to South Florida—all that portion of the state south of Cedar Key and Gainesville on the west coast and south of Sanford and Daytona on the east coast, for that comprises the real Florida. North of the points named, the state has no tropical or semi-tropical features, and it resembles southern Georgia and Alabama more than it does southern Florida. The winter garden of America is here in the south, particularly along the Gulf Coast, where both climate and soil contribute to the production throughout the winters not only of all tropical fruits, but of everything in the vegetable line. A great advantage of this region is the artesian water supply, which not only adds to the health of the people, but furnishes the most inexpensive means of irrigation, thereby making certain the production of the vegetable and fruit crops.—Ed HERALD.

If you were troubled with diseases in any crop last year it will be well to write the Experiment Station of the University of Florida at Gainesville and learn the trouble if possible. Preventive measures for many diseases must be taken weeks before the disease appears. It is often too late after the disease begins work.

There is now growing in Florida the heaviest crop of Irish potatoes ever planted in the State with the prospect that the crop will bring a high price on the market.

The farmer who refuses to cooperate with his neighbors ought to be muzzled to protect his own nose.

## Health Agencies Working to Prolong Human Life

The United States Public Health Service and the various health agencies of this country are working to prolong the average duration of life. In this they are obeying the desire for existence which is the strongest instinct of mankind. Only a small proportion of the human race rounds out its tour of duty on this earth. Some people are born with good bodies which they treat well. Barring accidents, they live a long time. Some people are born with poor bodies which they treat well. Barring accidents, they can live to a ripe old age. Some people are born with good bodies which they treat badly and some people are born with poor bodies which they treat badly. They don't last long.

It is recorded that in Yorkshire in 1501, Henry Jenkins was born. He died in 1670, cut off at the age of 169. He remembered well the battle of Flodden Field. This occurred in 1513, when he was 12 years of age. The Register of Chancery and other courts show the administration of oaths to him 140 years prior to his death. He gave deposition as witness when he was 157. In his young manhood, when he was a little over 100, he was a remarkable swimmer.

The term "old age" too frequently is another name for the falling due of the debts of youth. Over-eating, over-drinking, over-playing, over-working—these are drafts on the bank of Nature which sooner or later must be

## ZEPPELIN RAID OVER ENGLAND

Biggest Yet Undertaken by German Aircraft

FIFTY-FOUR WERE KILLED

Reports are to the Effect that Six or Seven Airships Passed Over Middle Country—Land Operations Overshadowed

London, England—Fifty-four persons were killed and sixty-seven injured in Monday night's Zeppelin raid. Little information has been given to the public by the war office concerning the raid.

Newspapers comment at length upon Monday night's Zeppelin raids but no official details have been made public in addition to the war office statement to the effect that six or seven airships passed over the eastern, north-eastern and midland counties of England, dropping bombs.

The London Globe says it would appear that the ostensible object of Monday night's raid was an attack upon certain munitions factories.

Most papers agree in urging reprisals.

The Pall Mall Gazette says: "Londoners instinctively knew that a raid was going on last night and the theatres suffered by the return of a number of tickets though no sounds came within London's listening ears."

The Evening News points out that this raid was the largest which has yet occurred, so far as the number of Zeppelins is concerned.

What is believed to have been an attempt at a third air raid on Paris within three days was foiled by the lookouts on the French front, according to Paris advices.

Naval and aerial activities overshadow for the moment interest in land operations, regarding which important new developments are lacking. The Caucasus campaign is a fruitful field just now for interesting reports, and the situation at Erzerum is, according to one of these reports, more serious for the Turks than previous advices have indicated.

There are said to be 80,000 men under Field Marshal von Der Goltz locked up in the city with only two weeks' provisions on hand.

## The Case of Mr. Bob White The Friend of the Farmer

Mr. Bob White, of Everywhere, after working faithfully all summer in the farmers' fields and potato patches to rid them of boll weevils and chinch-bugs, potato bugs and noxious weeds, is now hiding to save his life from the greedy American hunter.

No more does he care to send his clear, cheerful "bob-bob-white" across the sunny summer fields to his working mates. The feathered toilers who survive the awful onslaught of stinging shot and yelping dogs as they run hither and thither seeking some place of safety, call but faintly and tremulously to their frightened companions, "Quiet, quiet, quiet."

In some states the greedy ones are trying to declare a migratory bird law recently passed "unconstitutional." A few states still have no state laws to protect their game from being ruthlessly slaughtered for market at any and all times of the year.

The cow which has provided food for your family through long years, the horse which has toiled for you many weary seasons, are tenderly cared for in their old age. But your most tireless and cheerful helpers, who saved your crops that make food and provide every comfort for your family, that worked most faithfully for what little they could eat, now that they can no longer serve you are left to starve or to become the prey of their enemies.

Mr. Farmer, however alluring

as an object of sport or dainty tit-bit he may be on the table, we want to show you that Bob White is worth ever so much more alive and sheltered on your farm. Protected, he will faithfully patrol your fields, capture and make away with your worst foes, including the devastating army worm, cotton boll weevil, chinch-bug and the potato bug which others of his kind scorn to touch. He is a splendid ranger and raids close to the ground for the noxious weed seeds which form more than half of his diet.

One Bob White was found with 400 pig-weed seed concealed about his person. Another, 500 seeds of ragweed. A third, in addition to other food, had consumed 550 seeds of sheep-sorrel, while a fourth had 640 seeds of pigeon grass, and several had from 50 to 100 seeds of jewel weed. Every quail tenant which lives on the farmer's land has been estimated to be worth \$25.00 to him. This would make a dressed quail weighing four ounces worth \$6.25 an ounce. Aglow with life, happy in his good service to you, the amount of good cheer and good fortune this mascot of the field will bring you cannot be estimated in dollars and cents. We ask you, Mr. Farmer, whether you are going to permit so good a friend to you to be hunted to death or left a helpless prey to the elements until he disappears from the earth, as the last wild pigeon has vanished?—Lida May Briggs, Liberty Bell Bird Club in Truck and Chick.